



Exhibitor Success:
Best Practices for a Great Event Experience

Objectives and Introductions

Key Information for Exhibitors

Booth Marketing Best Practices

Boothmanship

Show Rules

Frequently Asked Questions

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Key Information for Exhibitors

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About Freeman

- **Freeman** looks forward to helping you get the most out of your participation at the IHI Annual National Forum 2011.
- We are available to assist you with all of your pre-show, on-site and post-show needs. Our goal is to make this process as simple as possible while helping you elevate your brand.

General Information

Venue

- The **Exhibit Hall** will be located in the **Palms Ballroom** at the World Center Marriott.
- When looking at the floor plan, attendees will be entering through the doors directly across from booths #301 and #401.
- The **Exhibit Hall is carpeted**. Exhibitors are NOT required to order carpet for their booth; this is entirely optional.

What's included in package?

- Booth spaces are 8'x10' and include 8' high blue back drape, 3' high blue side dividers, and a 7" x 44" identification sign.
- Spaces DO NOT include furnishings, Internet service or electrical power.

Booth Set-up & Dismantle

Move-in / Installation of Exhibits:

Sunday, December 4, 2011

2:00 PM – 6:00 PM

Monday, December 5, 2011

8:00 AM – 2:00 PM

Show Hours:

Monday, December 5, 2011

3:30 PM – 6:30 PM

Tuesday, December 6, 2011

11:00 AM – 2:00 PM, 3:30 PM – 6:30 PM

Wednesday, December 7 2011

11:00 AM – 2:00 PM

Move-out / Dismantling of Exhibits:

Wednesday, December 7, 2011

2:00PM – 8:00PM

*All exhibitor materials must be removed from the facility by 8:00PM

*All carriers must check in by 5:00PM on December 7, 2011

Official Show Vendors

Furniture and Carpet	Freeman	407-816-7900
Exhibit Rental	Freeman	407-816-7900
Shipping Services	Freeman	407-816-7900
Cleaning	Freeman	407-816-7900
Electrical	Orlando World Center Marriott	407-238-8827
Telephone & Internet	Orlando World Center Marriott	407-238-8637
A/V Rental	Audio Visual One	800-722-2848
Computer Rental	Audio Visual One	800-722-2848
Rigging	American Audio Visual Center	407-238-8637
Floral	TLC	407-889-3033
Lead Retrieval	IHI	617-301-4800

Show Orders & Services

Order at Freeman OnLine

- You should have received an email with a direct link to Freeman OnLine:
- <http://www.freemanco.com/store/show/showInformation.jsp?showID=275768&na>
- If you did not receive the link please visit: www.freemanco.com/store
- To place orders you will be required to: Enter your existing or Create a new Log-in ID and Password
- If you need assistance with Freeman OnLine please call our Customer Support Center at:
(888) 508 – 5054.

Show Orders & Services

Order by Fax and mail

- Once you access the Exhibitor Service Manual from Freeman you can print out the required pages.
- Fax to (469) 621 – 5605
- Or Print out the required forms and mail to: Freeman
2200 Consulate Dr.
Orlando, FL 32837

Order On-site

- If you miss the deadlines you may still order your services on-site, however, the selection may be restricted and services more costly. You may also experience delays in receiving your items.

Tips

- Review Exhibitor Service Manual for all relevant show information
- Order pre-show & take advantage of discounts and deadlines
- Keep a copy of your orders & bring them to show-site with you.

Material Handling Services

Material Handling on-site is not associated with your shipping charges.

- Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers. It should not be confused with the cost to transport your exhibit material to and from the event.
- Any shipment sent to the Advance Warehouse or Direct to show site is assessed a Material Handling Fee. This fee is based on the total weight of your shipment, and how your carrier delivers your shipment.

Material Handling Tips

- Group your shipments together.
- Pack efficiently to avoid special handling surcharges
- Note the deadlines for sending to the advance warehouse vs. direct to show site.
- Use the shipping labels provided for ease of identifying shipments.
- Please have all tracking information with you at show site.

Material Handling

Advance Warehouse Address:

Exhibiting Company Name / Booth #
IHI Annual National Forum
C/O Freeman
10088 General Drive
Orlando, FL 32824

Show Site Address:

Exhibiting Company Name / Booth #
IHI Annual National Forum
C/O Freeman
Orlando World Center Marriott
8701 World Center Dr.
Orlando, FL 32821-6398

For more detailed information please refer to the material handling forms in the Exhibitor Service Manual.

Shipping

You may elect to ship your show materials through your private shipping vendor or through Freeman Exhibit Transportation.

Freeman Exhibit Transportation is the official show carrier and will help ease the process for you.

Benefits to using the show carrier include:

- Competitive pricing
- Up to date tracking information
- One convenient master invoice
- On-site shipping representatives to assist you with personalized service
- Pre-printed forms and shipping labels
- Knowledgeable staff fully informed about the IHI Annual National Forum 2011

Call (800) 995 - 3579

Method of Payment

Just fill out the form, check the payment method of your choice and follow the instructions for each method.

- Credit Card
- Company Check
- Bank Transfer

Third Party Payment: Please fill out Third Party Payment form for this option.

Freeman On-site

Freeman will have a service desk located on-site to better serve your needs. This area will be clearly marked by overhead banners and signage on the exhibit floor.

Freeman Service Desk

- Confirm the status of your orders and shipments
- Order additional products & services
- Obtain your Material Handling form for your outbound shipment on the 2nd show day
- Schedule your labor
- Review and settle your invoice

Move -Out

The move out process will commence at the close of the show. Please note that the delivery of empty containers will take several hours, and you should schedule your flight accordingly.

The MOVE OUT BULLETIN distributed on-site will let you know the length of time.

PLEASE STOP BY THE FREEMAN SERVICE DESK TO OBTAIN YOUR MATERIAL HANDLING FORM

▶▶ ALL SHIPMENTS, REGARDLESS OF YOUR CARRIER WILL NEED A MATERIAL HANDLING FORM
FOR OUTBOUND SHIPMENTS ◀◀

Your shipment will not move out without this paperwork.

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Important Dates

Freeman Discount Price Deadline: November 18, 2011

- Must receive order or payment in order to receive advance order discount rates listed on the price sheets.

Advanced Freight Deadline: Wednesday, November 23, 2011

- We will except freight until Friday, December 2, 2011 by 3:00PM, the deadline date is for the discounted rate.
- Telephone / Internet Discount Price Deadline: Friday, November 18, 2011
- Audio Visual Discount Price Deadline: Friday, November 18, 2011
- Electrical Discount Price Deadline: Friday, November 11, 2011

Complimentary Registrations

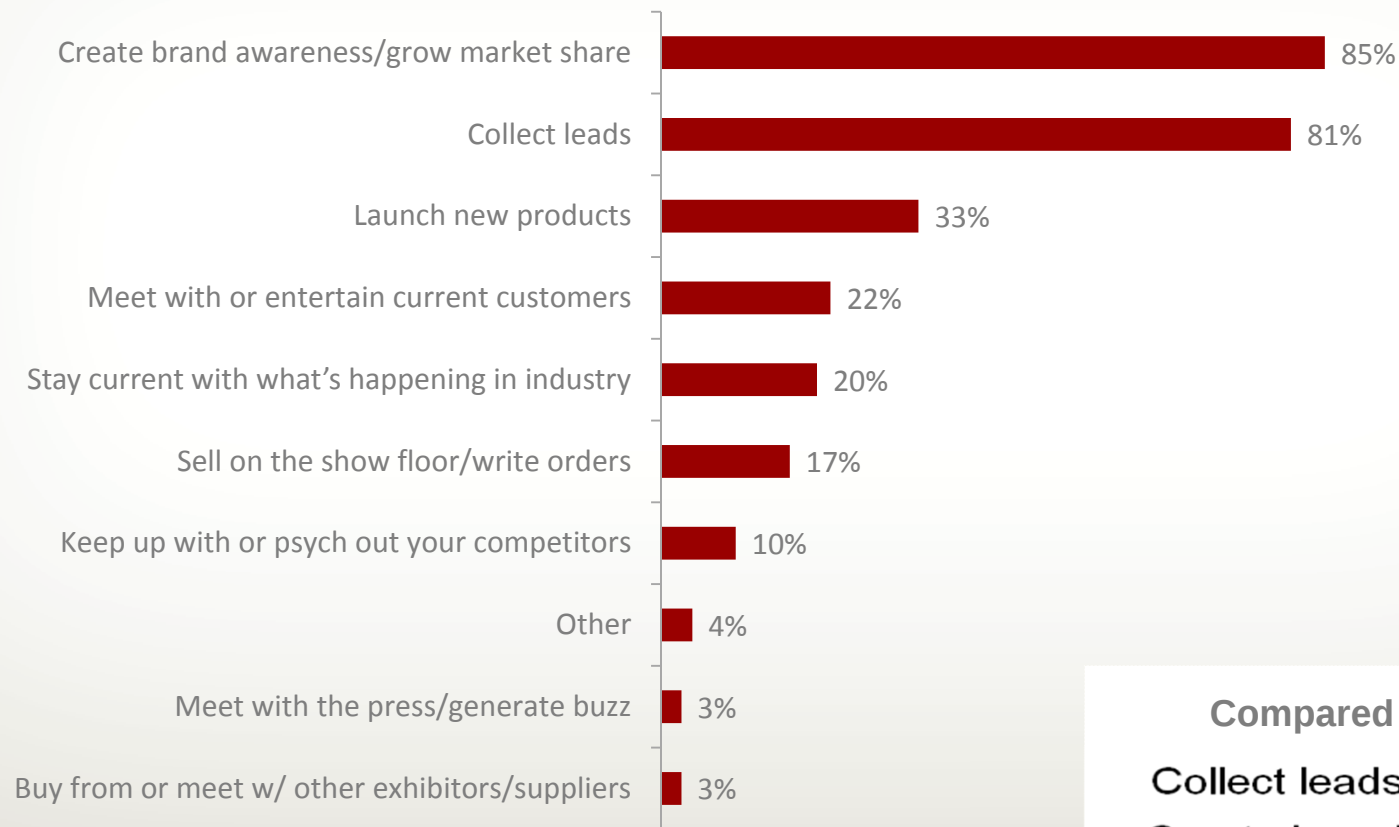
- The National Forum registration area will be located in the Palms registration foyer.
- All exhibitors must register for the event. Filling out the exhibit space contract does not mean that you are automatically registered.
- Pick up your badges at the registration counters. No badges will be mailed in advance of the event.
- Badge Allotment

Booth Marketing Best Practices

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Collecting Leads and Creating Brand Awareness Are Top Goals for Medical Exhibitors

Primary Goals For Exhibiting At Trade Shows



Compared to all industry

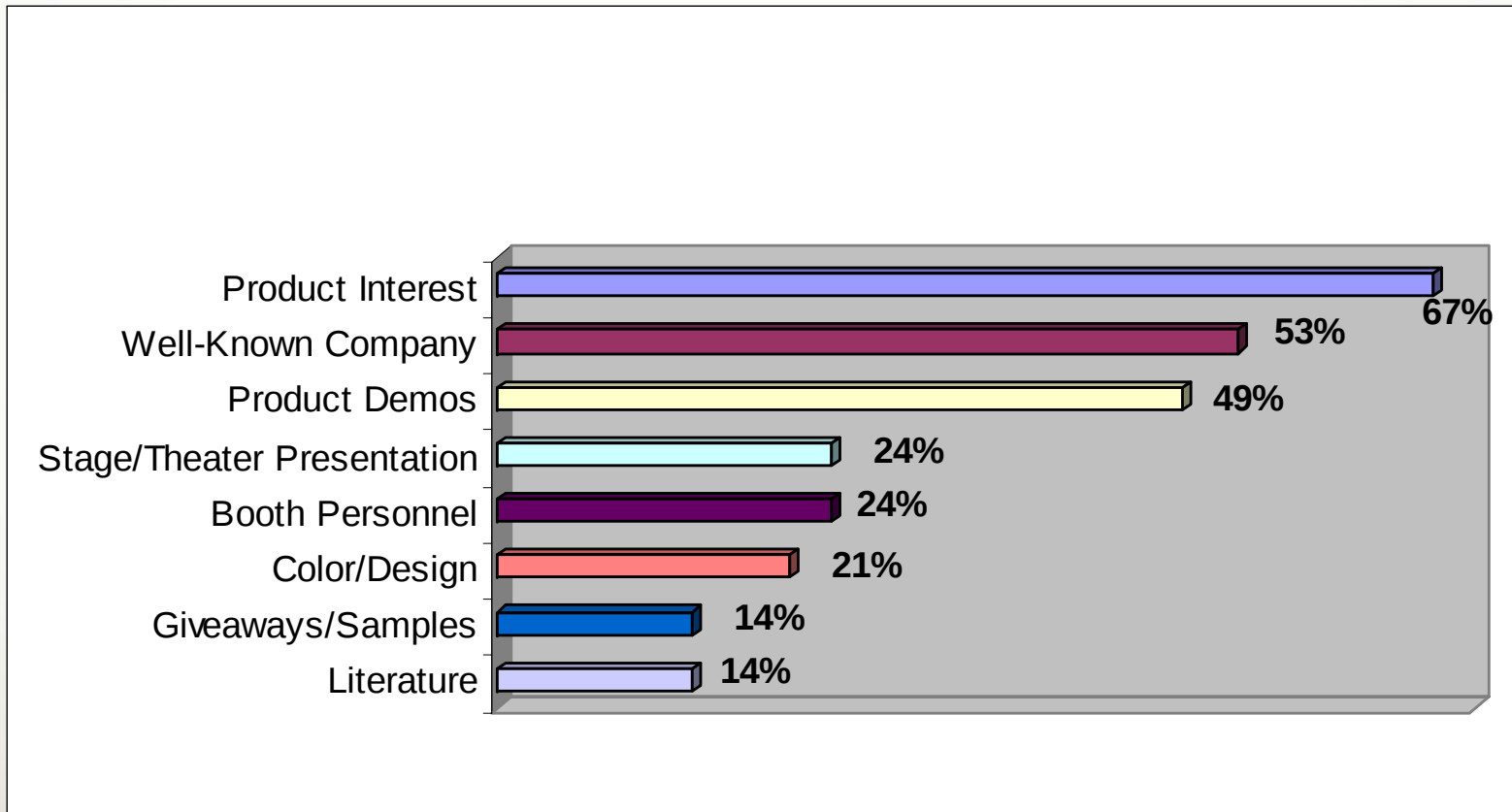


Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, n=1,002

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Reasons for Remembering Exhibits



Product Interest/Company Awareness

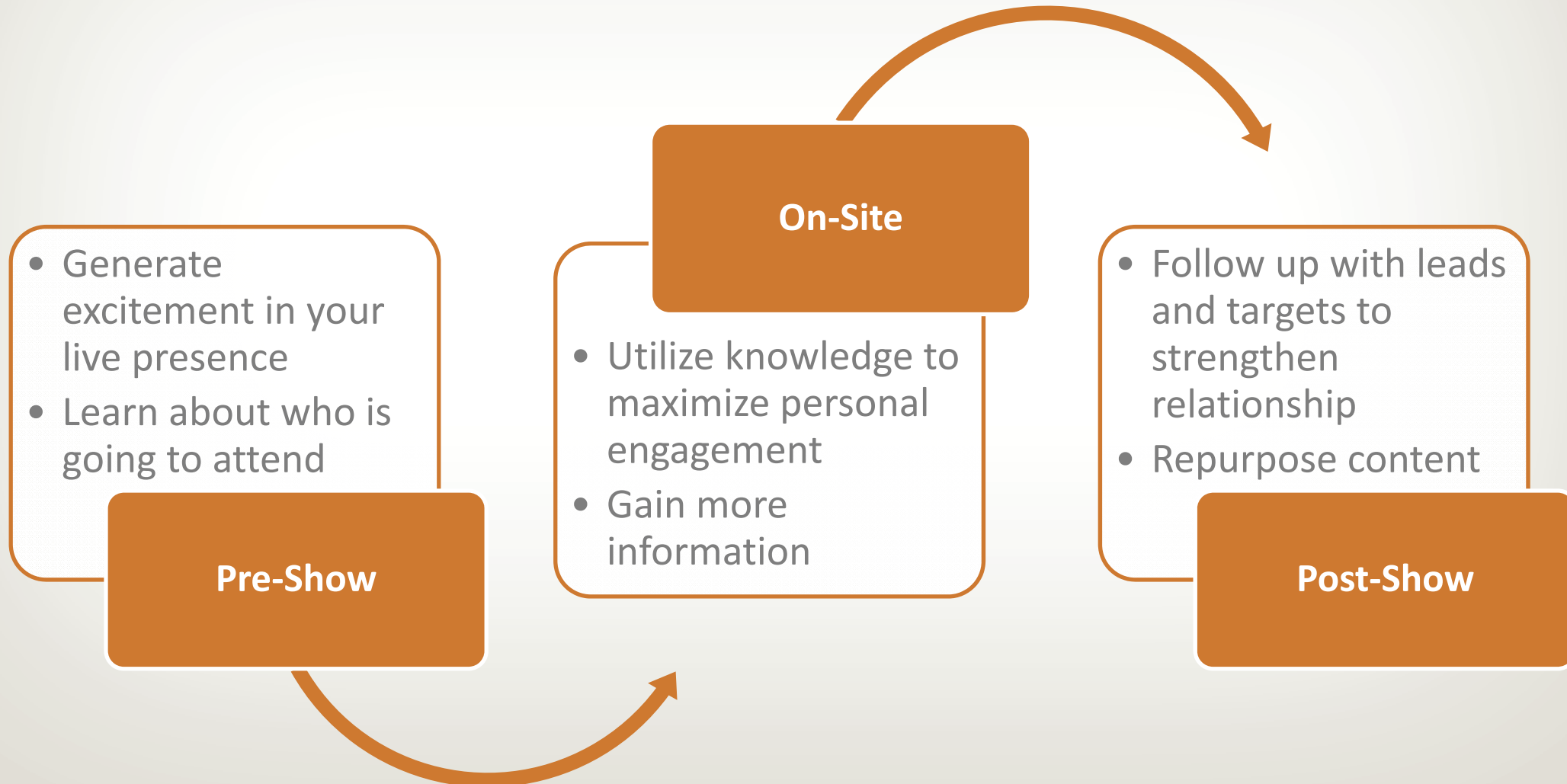
Make events part of integrated year-round marketing

Consistent messaging

Consistent look & feel

Clear branding

Integrate Your Message in One Comprehensive Campaign



Exhibitors Promote Their Event Participation to Enhance Their Event Experience



44% send pre-show emails to their own list



27% send direct mail to their postal list



91% promote their exhibiting activities/events on their company's website



42% promote their trade show activities on their social media pages

Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, Local Companies, n=115

Pre-Show Marketing

Promote to customers and prospects

Email, postcards

Web site

Social media

Salesperson appointments



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Pre-Show Marketing



Look for us at IHI!

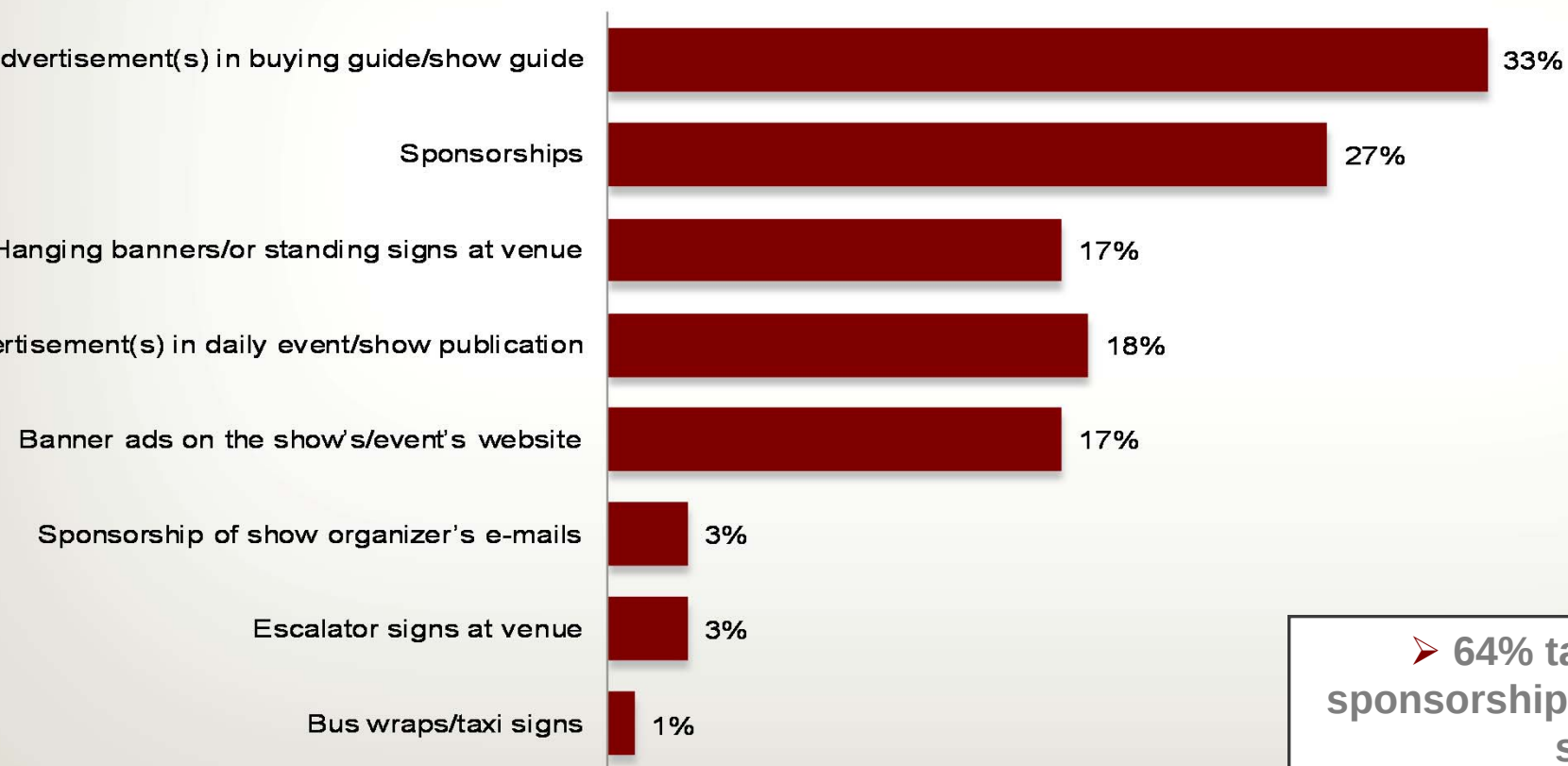
Be the first to see our new _____product!

Get your questions answered by our VP of Research, George Smith!

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Exhibits at Medical Shows Are Supported with Pre-show and Onsite Activities

90% Promote Exhibit Activities Pre-event and/or At-show



➤ **64% take advantage of sponsorships and/or promotional signs/ads**

Champion Exposition Services Exhibitor Trends Survey, June 2010,
Medical Companies, n=115

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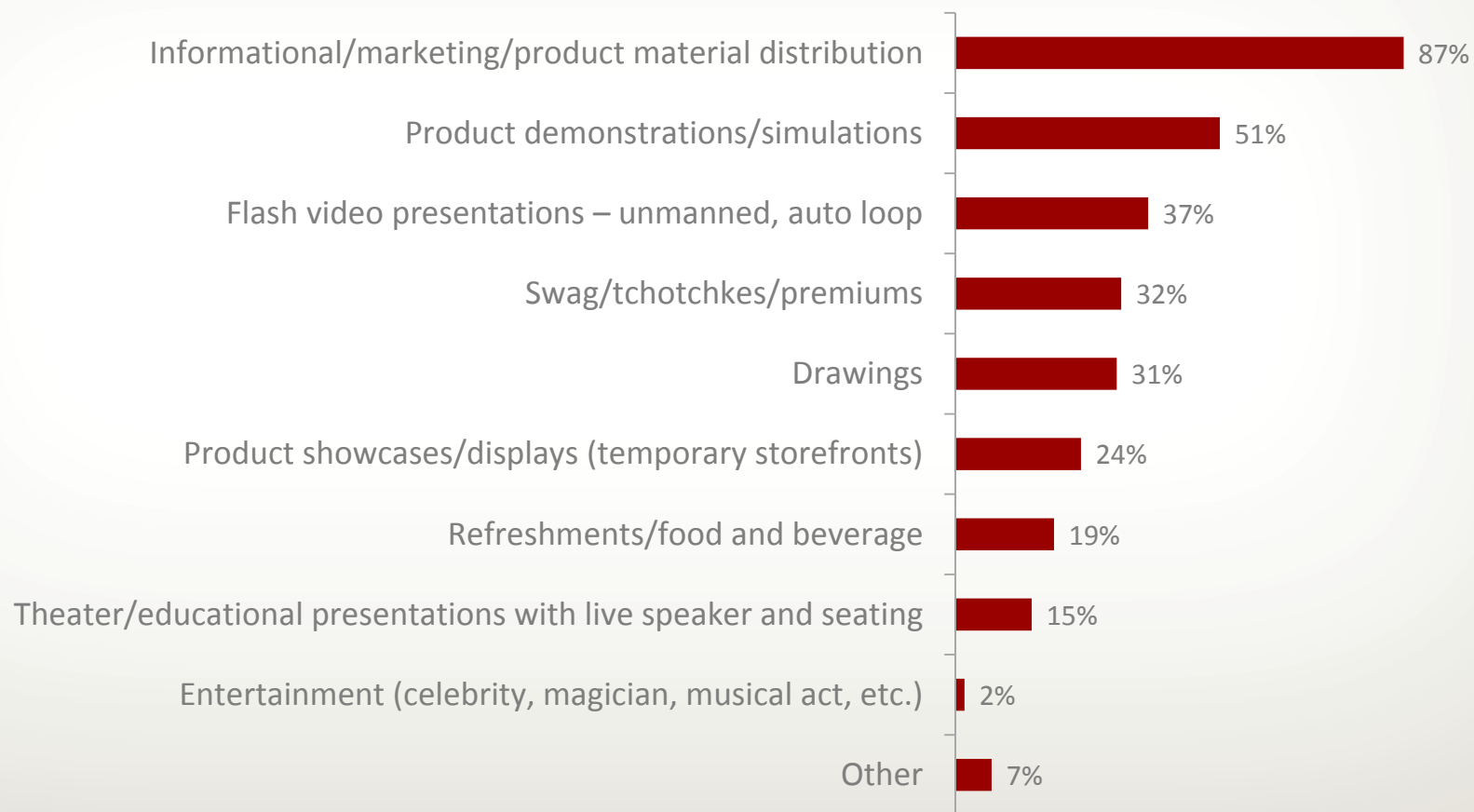
Drawing Attendees

Education
Interaction
Participation
Engagement

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How Medical Exhibitors Vie for Attention on the Show Floor

Exhibit Activities



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010,
Medical Companies, n=115

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Product Demonstrations

The booths with crowds are the ones with plasmas...

..or hands-on training

Provide education



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Product Demonstrations

Present technical data

Give access to technical experts

See, touch, feel

Proof points

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New Technology

Showcase your programs on the latest technology

Utilize new systems to create interactive programs

Help attendees download your apps



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Games

Engage

Teach

Demonstrate

Involve



Keep the content relevant to the condition and treatment

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Games

...and draw a crowd



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Stage/Theater Presentations

In your booth or In Organized Product Theater

Keep them:

- Lively

- Short

- Highly informative

- Facts, not sales

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Product Demonstrations

Curiosity
Exclusivity
Involvement



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Engagement

Walk-through demonstration

Attendee participation

Immersive

Memorable



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Giveaways

Doctor education

Patient education

Models

Technical information

Relevant





Giveaways

Compliant giveaways are often more expensive

Make attendee work for it

- Watch demonstration

- Play product info game

- Passport program of multiple stations in booth

Result: Greater interaction with qualified leads

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Literature

Short, sweet, useful

Multiple pages for various products?

Provide stapler or folder

Ability to attach business card

Less is more...prompt to go online

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Build Awareness: Sponsorships

Sponsorships greatly increase exposure and maximize the on-site opportunity

More opportunities to:

- Educate

- Demonstrate

- Brand

- Drive awareness

- Drive leads





Convention Education Opportunities

- Educational Track
- Educational Content
- Vendor Presentation
- First-Time Attendee Orientation





Convention Branding Opportunities

- Floor Decals
- Street Signs
- GoBos
- Wireless Internet Access
- Kickoff Reception
- Dedicated Event Concierge
- Networking Lunches
- Breakfast & Nutrition Breaks

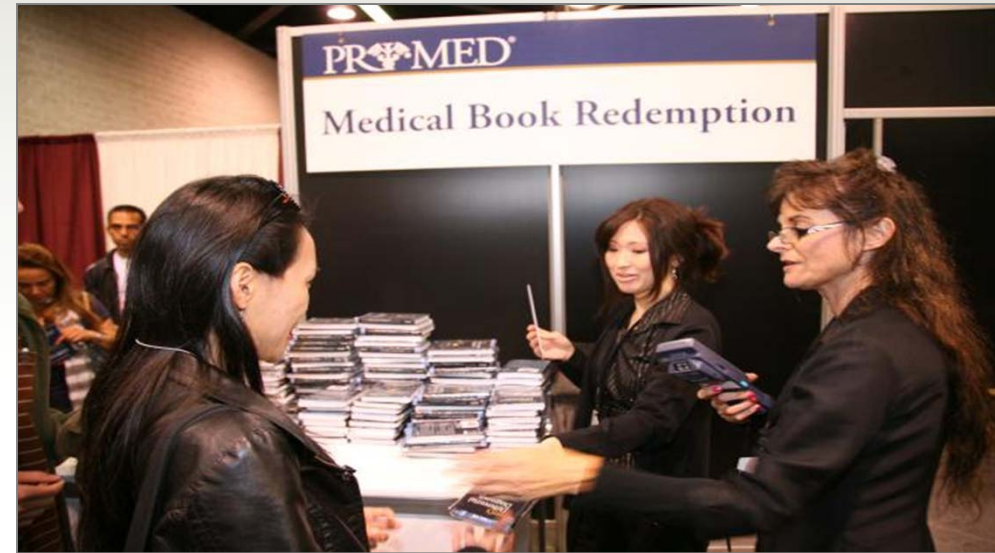
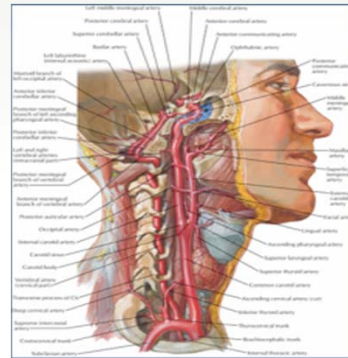
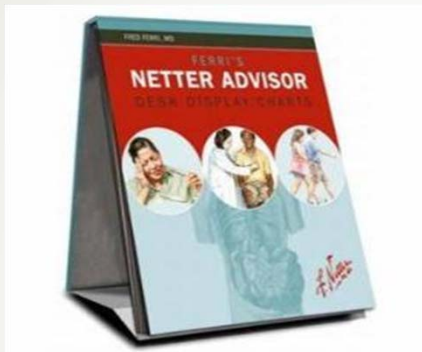
90%
of attendees notice
sponsorships*

75%
of those attendees will
visit Exhibit Floor
because of
sponsorships*

Source: Pri-Med Conference & Exhibition On-Site Attendee Survey, 2010

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Convention Traffic Driver Opportunities

- Medically Relevant Gift
- Exhibit Hall Snack Station
- Floor Decals
- Street Signs



Boothmanship

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Booth Personnel

Send product experts along with salespeople

Train all booth staff before the event

Product/Company

Boothmanship



Train on product and company

Product information and key messages

When/how to refer to product expert

How to get more information

How to use giveaways



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Train on boothmanship

Proactively engage attendees

Agree on 2-3 probing questions

Engage in conversation

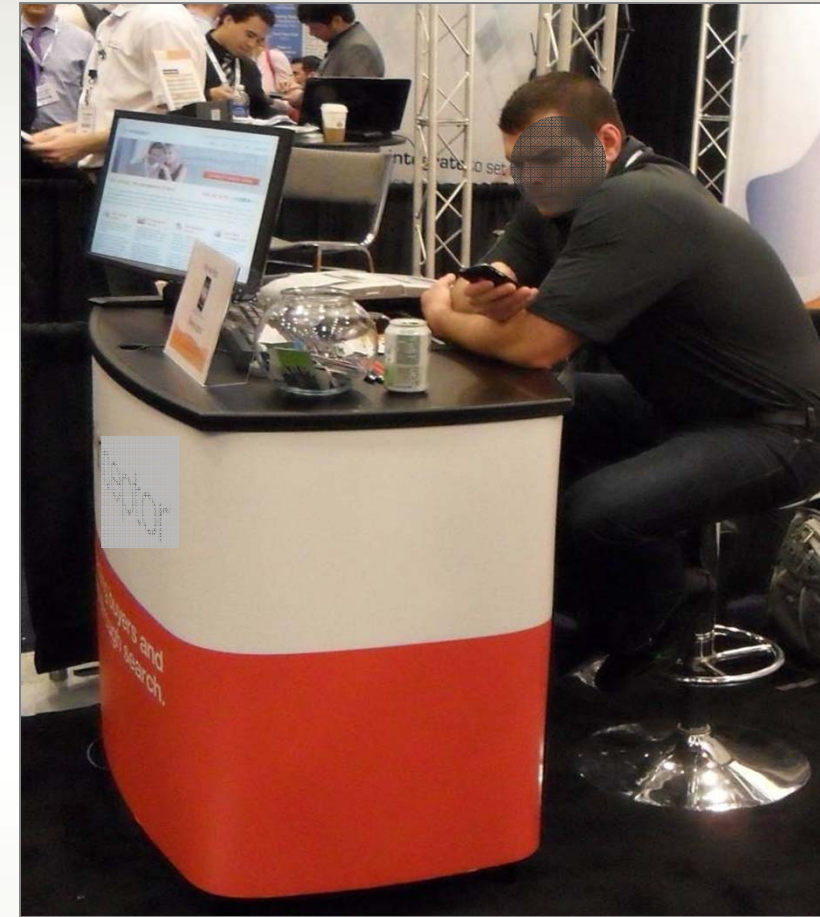
Listening is key – and write it down!



Booth Personnel

Rules for what NOT to do

- No cell phones
- No computer use within booth
- No sitting down
- No food (or gum)
- Never turn your back to the aisle



Give staff sufficient breaks to sit, talk, recharge OUTSIDE of booth

Beyond the Booth: Participation

Go out and meet people throughout the event

Rally a group for dinner, make sure to meet some new people.

Attend some of the sessions, and visit other booths

Send interesting updates on your event experience to social media

Update your social media profile



Follow Up

Who is following up? How soon?

Use the notes from your lead collection

Personalize your note, and recap your conversation

Use the post-event attendee list to reach event those who didn't make it to your booth

Send a post-event press release

Begin a program of year-round engagement

Newsletters, email communication, regional events, monthly contests, ongoing engagement with customers

**Over 70%
of all leads
gathered at trade
shows do NOT
receive any follow
up***

Show Rules

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Show Rules

- IHI reserves the right to modify the floor plan to meet the requirements of the facility and to accommodate all Exhibitors.
- Exhibitors with an outstanding balance due to IHI will NOT be allowed to set up their space.
- Exhibitors may not share, sell, assign or sublease any portion of its space without IHI's consent.
- An exhibitor's activities must be confined within the assigned space.

Show Rules

- There are height restrictions at National Forum. The maximum height in a linear booth is four (4) feet in the low zone and eight (8) feet in the high zone.
- Island booths are subject to IAEE guidelines regarding booth height.
- Booth set-up must adhere to the move-in schedule published in the service manual.
- If your company is a “no show,” this does not relieve an exhibitor from any financial or other obligations to Show Management or our supplier partners.

Show Rules

- If a surface is visible to attendees, it should be finished or decorated. All signage should be professionally lettered and in keeping with the professional atmosphere of the show.
- Audio/visual equipment and presentations are permitted as long as they do not interfere with the activities of neighboring Exhibitors or National Forum functions.
- Booths must remain intact until attendees have left the Exhibit Hall following the official closing time.
- Exhibitors should be on hand to supervise set-up and dismantling of equipment and other items of high value.

Frequently Asked Questions

Frequently-Asked Questions

- **Material Handling** – All Exhibitors are required to pay for material handling fees. This is the cost of storing materials at the contractor's advance warehouse, the handling of freight sent to show site, and delivery to your booth at the Marriott. These costs apply to both inbound and outbound freight.
- **Shipping** – Please follow shipping instructions carefully. If you ship directly to the hotel without consigning the freight to Freeman, the materials will NOT automatically be delivered to your booth. Freeman can only handle freight that is consigned to them.
- **Offsite Events/Hospitality Suites** - IHI policy prohibits attendees, exhibitors or industry representatives from extending invitations that take registrants away from the show during official conference hours – unless there has been prior notice to and approval by IHI.

Frequently-Asked Questions

- **Security** - Perimeter security will be provided in the Exhibit Hall. However, Exhibitors have the sole responsibility for any loss of personal property at its booth space. We recommend that small items of value be removed to an appropriate locked enclosure during hours when the Exhibit Hall is not closely supervised by company personnel.
- **Labor** – Exhibitors are NOT required to use labor personnel from the general contractor. You can set up your own displays.
- **Show Floor Activities** – There will be a “Best Booth Competition” in 2011. A panel of judges will be on the show floor evaluating exhibitors in the following categories:
 - Best Overall Booth
 - Best Product Demonstration
 - Most Helpful & Knowledgeable Staff

Frequently-Asked Questions

- **Pre-Registered Attendee List Policy** – IHI does not make its Forum pre-registered attendance list available in advance of or during the Forum. We are on track to reach our projected attendance of 5,500.
- **Media List Policy** – IHI does not make its Forum media attendance list available in advance of or during the Forum. This applies to information from past Forums as well. Exhibitors are invited to leave any breaking news or media alerts in the Press Room/Lounge) that we have set aside at the conference site.
- **Post-Show List** – The post-show list will be available in either PDF format or through IHI's bonded mail house.

Frequently-Asked Questions

- **2012 Booth Space Selection** – Watch for special incentives to book your 2012 booth and sponsorships early.
- **Beware of Unofficial Suppliers** – There are companies contacting our exhibitors and misrepresenting themselves as “official” suppliers. For the security of your company, please place your orders directly through the following:
 - Our official providers (those with forms in our exhibitor service kit) or...
 - Vendors with whom your company is familiar.
- IHI does NOT endorse any exhibitor service offering other than through the official IHI suppliers in the IHI National Forum exhibitor service kit. IHI is not responsible for any arrangements made with outside suppliers. If you have been contacted by any outside company posing as an “official” provider for the 2011 National Forum, please contact someone on our exhibit team immediately.

Questions?

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